



June 13, 2016

**Contact:** Mark Carnopis  
Community Relations Manager  
Valley Regional Transit  
208-258-2702

FOR IMMEDIATE RELEASE

**Boise GreenBike Celebrates Successes at Alive After Five**

Boise GreenBike, the city's bike share program, will sponsor Alive After Five on Wednesday June 15<sup>th</sup>. Boise GreenBike is using the popular summer concert series in downtown Boise to celebrate its successes.

Since launching in April of 2015, Boise GreenBike has attracted over 5,200 members who have taken in excess of 20,000 rides and traveled more than 50,000 miles. Since the first of the year, membership has grown by about 2,000 people.

"By nearly every measure Boise GreenBike is a resounding success," said Dave Fotsch, Boise GreenBike Director. "It seems like there is a growing public awareness that the GreenBikes are here and that they're fun to ride."

The Boise GreenBike crew will have a booth at Alive After Five, which is held at the Basque Block. In addition to answering questions about the program, they will offer new sign-ups 75 minutes of free ride time in the bike share system.

Boise GreenBike is building on its first year success with a number of initiatives that are increasing membership and ridership. The bike share system now boasts an employer plan that provides all employees of a company or agency with free annual memberships for a nominal cost to the employer. That program alone has attracted over 500 new members since the first of the year. State employees also enjoy a deeply discounted annual membership plan.

The program is also trying to address the growing demand for additional station hubs and bikes by applying for federal grants to increase the system's geographic size and provide better service in its core service areas downtown and at Boise State University.

For more information on Boise GreenBike visit [Boise.GreenBike.com](http://Boise.GreenBike.com).

-30-